JOB NO. 848 T Thumbers that toward add to got Ho	ouston and reduced as an area March 1955
1. This is (name) from the research firm of	3c. What other brands of filter tip
Elmo Roper. We're doing a survey among	cigarettes do you remember having smoked during the past six months or
cigarette smokers. Do you happen to smoke	year? Any others?
	year: My Outers.
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Herbert Tareyton (filter)16-1
No or don't know 2 (SKIP TO 10)	Kent 2
2a. About how many cigarettes a day do you	(4 112 L & M.
usually smoke?	Marlboro
6 or less 10-1 36-45 10-5	Old Gold (filter)
7-15 (2_46-55_ 1-6)	Parliament no 6
16-25 3 56 or more 7	Viceroy 7
26-35 4 Don't know 8	winston
b. What brand of cigarettes do you usually	(3) CT Other (filter) a subsequence 9 None or don't know
cigaresses, in any, have you sacked! (estone) AECVII)	None of don to know
Non-etiters	d. Why do you smoke (brand in 2b) - now
Camel C THE ORCHIRAN CHIRT CATLET (rather than some other filter brand?
S. M. Clear Mask 9; O'Haller To 10 10	المراجع المراجع المراجع المساهدات المنافع والمعادل المادات المعادل المادات المعادلة
How it Herbert Tareyton (non-filter) 3	T-WITINE
Two glucky Strike of suntings track 4 > (SKIP)	of williaman <u>noo</u> minapoline at and, mak C
Old Gold (non-filter) 1 TO 4)	.a. Libere's and we filter min min migaretre o
Pall Mall	rid wow evan . november beales testel7-
Philip Morris	ไอกกรณ์ที่ พูดอา พู¢ กั
Other (non-filter)	((d. NEw):14-ds
-Ag No regular brand9	THORET ANY OWN IN TO THE AREA OF A SECOND OF
, <u>Filters</u>	17AC) (1772) 17AC)
Herbert Tareyton (filter)12-1	10- 7 10
Kent ("a	
L & M. 3 Marlboro 4 (ASK	Topic at the appendix
Old Gold (filter)	in the emption of the material of the materi
Parliament 6	
Viceroy. To reduce your 7	
Wilnston 8	
Other (filter)	-0
Filter but no regular brand 0 (SKIP	Don't know 18-Y
10:4b)	h 17
3a. About how long have you been smoking	4a. Have you ever smoked any filiter tip cigarettes?
(brand) regularly?	CIENTE COCCESA.
Less than 2 weeks 13-1	Yes: 19-1 (ASK b)
2 Weeks - 1 month 2	TO SEE SET ON CONSIST TO A CONSIST OF
$1-2\frac{1}{n}$ months 3	No. (SKIP TO 5)
. To Gasai 921 -141 months a out 1 4 . 1 300	Don't know 3
42 months of more	South the second science of the second secon
Don't know 6	b. What brands of filter tip digarettes do
b. What brand did you smoke most often before	you remember having smoked during the
(brand) ?	past six months or year? Any others?
Non-filters of series) (":	Herbert Tareyton (filter) 20-1
Camel ones with the first and 14-1	Kent 2
18 18 18 Chesterfield 2	L & M
Herbert Tareyton (non-filter) 3	Marlboro 4
Lucky Strike	Old Gold (filter)
Old Gold (non-filter)	Parliament 6
Pall Mall. @ nature 6	Viceroy 7
Philip Morris: 7	Winston 8
Other (non-filter) 6 No regular brand 9	None or don't know 0
	Notice of don't know
Filters Herbert Tareyton (filter) 15-1	. Programmes of particular in the control of
Herbert Tareyton (filter) 15-1 Kent 2	
L &: M	
Marlboro4	ı
Old Gold (filter)5	
	I-m <u>. </u>
Parliament 5-86	# - 1 m
Parliament 6- 6- 7	Terrer
Parliament 6 6 Viceroy 127 7 Winston 8	
Parliament 6 Viceroy 127 7 Winston 8 Other (filter) 9	
Parliament 6 Viceroy LAT THE 7 Winston 8	

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that have been on the market less than a	s on the market that are fairly newones
ರ್ಷ-೧೯೯೯ ಕರ್ಮ ಅರ್ಥ ಚಿತ್ರಗಳ ಚಿತ್ರಗಳಲ್ಲಿ ಮುಂದು ಕರ್ಮಿಸಿದ್ದಾರೆ.	income the Stranger one angles (Omigne) etc attiff . f)
edgenethes do you memoraer having	Banda manera a subprep on programment
ske onoked during the prot six gardhe of	യാള സ്വാപ്പട്ട പ്രചം പട്ടിയും വാദ്യം blor
rear? Any others?	None than one 1-2 3-5 eat more Don't
Herbert Tareyton 21-1	at all pack packs packs know
Hemory Devices (Milter) 15-1	
Herbert Tareyton 21-1	(K22-1) (TEXER 2 3 cts 3 TU4) to 0.5 6
8 34 35	(23-1 7,000 2 3000 300 7200 4 1000 2005 4 300 6
> (ASK b)	
	24-1 2 3: Sex 4° VII 6
(red. 1970) 2-0.	
Winston Jan Sasa	<u>25-1</u>
The state of the s	16-25 50 er more
0ther 5 (SKIP TO 6?)	20-35.
None or don't know 256 (SKIP TO 6)	World of Bod. He CS+UE
	b. West brand of cigarettes do you usually
b. How many (each brand named) filter cigs	of TECORD way, of any, have you smoked? (RECORD ABOVE
	. , , , , , , , , , , , , , , , , , , ,
IF WINSTON MENTIONED (QUESTIONS 25, 35, 3c,	TE HAS MOTED, MADIDODO DIME MOTATTIV CHOICE
46 OR 5a) SKIP TO INSTRUCTION BEFORE	IF HAS TRIED MARLBORO BUT USUALLY SMOKES
QUESTION 7	OTHER BRAND ASK 9; OTHERWISE, SKIP TO 10
TO RECEIVE TO IT	9. After trying Marlboros, why was it you
IF WINSTON NOT MENDIONED AT ALL, ASK 6 TIME	didn't continue to smoke them as your
	, Luxum c continue to shoke them as your
6a. There's a new filter tip cigarette on the	regular brand? 12-000, 5100 000
- market called Winston. Have you heard of	Fall Mall
it by any chance?	Calling Morris
W	Officer (non-fillter)
Yes	figure reluger of 31-
No or don't know2(SKIP TO INSTRUC-	
TION BEFORE 7)	Filters
	1-21 Hartert Teneyron (filter) 12-1
b. Have you smoked any of them? (If "yes")	dreit dreit
About how many?	1 1 5 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
WC.	
None at all 27-1	(nestEllDon't know 32-Y
	120 12 0 DOI 10 1 KNOW 32-1
Less than one pack 2	10a. Do you or any member of your family
1 to less than	hove a comp
3 packs3	nave a carr
3 to less than	Yes 33-1 (ASK b)
6 packs 4	No JOST (ABA U)
6 or more packs	No
Don't know	b. Did you buy it new or used? (Latest.
	vear model if has more than one)
IF MARLBORO MENTIONED (QUESTIONS 25, 35, 3c,	New 34-1
4b OR 5a) SKIP TO 8	New 34-1
	Time Used Control of the 2's
IF MARLBORO NOT MENTIONED AT ALL, ASK 7	Don't know
7a. (A, Another) new filter cigarette on the	4.04.92
market is the Marlboro filter tip. Have	11. What is the occupation of the head of
	the household? As any in a
you heard of it by any chance?	Don't land
vis gain Yes some threat rain (28-1. (ASKID)	35
Projection No. or don't know (S. 2: (SKIP TO 10)	
The Have you smoked one of the 2 /TE IL HA	
b. Have you smoked any of them? (If "yes")	(write in)
About how many?	12. Now for tabulating number 1
None at all "29-1	12. Now for tabulating purposes, I wonder in
eritt i.i.	you would mind telling me whether you
Less than one pack 2	are over 35 or under 35?
1 to less than	The second secon
3 packs	35 or over37-1
3 to less than	Under 35 - 2
6 packs 4	Refused 3
6 or more packs 5	
Don't know 6	NAME OF RESPONDENT
8. To your knowledge, do these new Marlboros	ADDRESS CARROLL A TOTAL
sell for more than Winstons or Viceroys,	
the same, or less?	PHONE
	PHONE
More expensive30-1	
Same price 2	Sex: (Assifut) IIVELIA
Less 3	Male38-1. 35.00-2ftm3
Don't know	Female 2 INT. INITIALS
	20/6
*	Ctent (filter)
· ·	Wazuli filabili zon erold
<u>.</u>	
	¹ to the second of the second

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